

BUILDING
A MARKETING
MACHINE
ONE GEAR
AT A TIME

*Marketers need to be able to provide credible results in a predictable, accountable way, so that they can meet and exceed corporate objectives. This will enable them to maintain and grow their budgets and earn their bonuses. They need a **MARKETING MACHINE** where they can reliably insert dollars and extract sales and profits out the other side. The **MARKETING MACHINE** concept was developed to provide marketers a roadmap to success in managing their marketing for best results, delivering high ROI and high certainty.*



The last gear in the marketing machine is the evolution of marketing operations from a creative and media buying led workflow to a results driven workflow. For best marketing ROI measuring and forecasting results needs to be a key component of the workflow and not treated as an afterthought.

There are 2 major planning workflows:

- 1) Annual budget planning
- 2) Rolling planning and tactical optimization

Most marketing teams focus on the annual budget process to build a media plan with a weak connection to corporate sales objectives. Depending on the team's internal planning cycles, this plan may be updated either on a quarterly or half-yearly basis. Monthly, weekly and even daily tactical planning updates for online media are done but usually only within the silo of their respective media channels. A **MARKETING MACHINE** approach would incorporate the entire marketing mix, taking into account the actual short term and long-term impact of each media channel. It would also take into account planning and buying lead

times present in complex marketing mixes. Once fully integrated this approach **WILL** result in a higher ROMI than the siloed method.

This approach, incorporating data driven decision making and agile marketing planning – a **MARKETING MACHINE** – adds another level of marketing effectiveness and incremental sales to the company's bottom line.

Annual Planning Cycle

The annual planning and budgeting cycle endeavors to match marketing plans against critical corporate events.

These events can include

new product and channel launches or price initiatives, as well as other external factor changes, such as, expected regulatory changes. These can be matched to publicized or expected competitive actions, such as their new product, channel or price initiatives for the upcoming plan-



ning cycle. With an integrated planning and forecasting process, scenarios can be tested with numerous media flighting and mix options to optimize the marketing plan for the coming year.



Rolling Planning and Tactical Optimization

Unfortunately, as good as our plans are at including future expectations, things happen. The consumer environment changes, the competition acts differently than expected or external events relegate assumptions to the trash bin. These market dynamics demand a rolling planning process to take advantage of unfolding market events as quickly and as effectively as possible. A rolling planning and tactical optimization

process fills the gaps between the annual planning cycle and these events, and provides additional opportunities to drive improved results. By continually reviewing marketing response, re-forecasting and optimizing short term media plans, marketing and the business can best respond to marketplace dynamics to make certain corporate sales plans are met and exceeded.

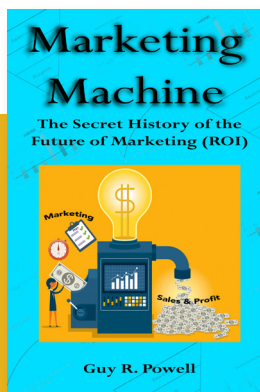
This process is made up of 5 key steps:

- 1) Measure response and results in the marketplace
 - Capture leading indicators and sales data
- 2) Actualize and update latest media plans
 - Include competitive and external factors where possible
- 3) Update and run model with revised plans
 - Identify potential interactions and halo effects
- 4) Re-forecast and optimize media
- 5) Execute

The objective of this effort is always to maintain a clear focus on meeting and beating the corporate sales plan.

Dashboards and Modeling

If you missed it, check out the dashboard and modeling 'gears' making up a marketing machine.



Marketing Machine The Secret History of the Future of Marketing (ROI)

*For a detailed look at building
MARKETING MACHINES,
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